

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
12 February 2004 (12.02.2004)

PCT

(10) International Publication Number
WO 2004/013237 A1

- (51) International Patent Classification⁷: **C09D 11/02**
- (21) International Application Number:
PCT/EP2003/007772
- (22) International Filing Date: 17 July 2003 (17.07.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
02405651.7 26 July 2002 (26.07.2002) EP
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- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**
— with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

(54) Title: ORGANIC SOLVENT-BASED PRINTING INKS

(57) Abstract: An organic solvent-based printing ink composition which comprises a cationic dyestuff of the indole class, an organic solvent, an organic acid which preferably is a resin acid, soluble in the organic solvent, and optionally an organic pigment. The cationic dyestuff is formed (in situ) from its carbinol precursor. The compositions show for example high color strength and excellent rheological properties and can be used in publication or packaging gravure flexographic, lithographic or letterpress printing processes.

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